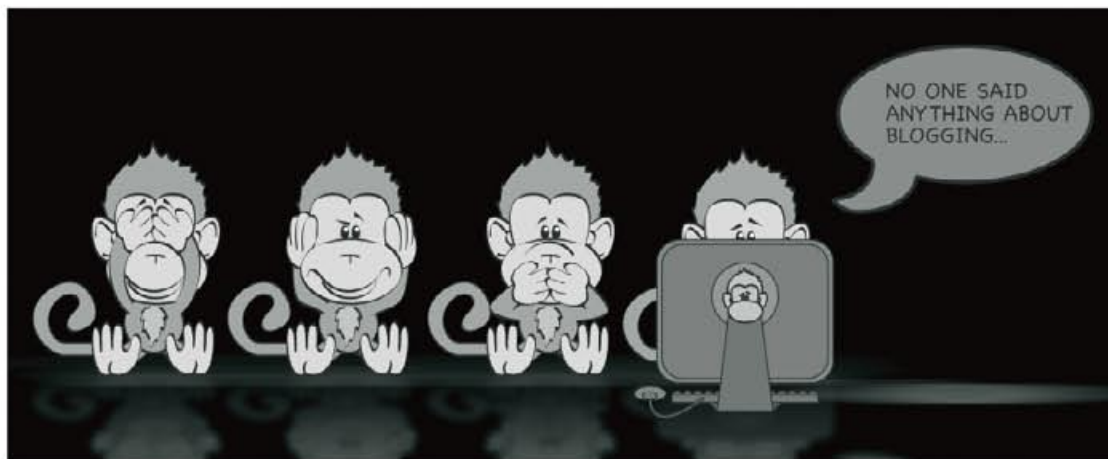




PUBLIC RELATIONS 2.0

Engaging Stakeholders in the New Media Landscape



For years, the Web has been and is still widely dependent for relaying of messages and as a source of information. Today, most households have internet access and almost all organisations aim for a paperless environment by managing their tasks online. Everyone is becoming increasingly aware of the importance of Web 2.0. But how many organisations actually make an effort to know how to utilise such services to engage stakeholder relationships and hence, maximise company profits? How many actually adopt the correct methods to deal with legal issues pertaining to it? What are the fastest and correct ways to source for information online? Get ready to speed up on new demands, challenges and opportunities for Public Relations (PR) in a wired world. Find out what is new, what works and what doesn't when engaging online social networks at the Suntec Convention Centre.

As an effort to enhance awareness and understanding of the New Media content in the PR industry, IPRS will be organising "PR 2.0: Engaging Stakeholders in the New Media Landscape", a 2-day Conference & Workshops on 1 & 2 August. This Conference is set to provide new insights into user-generated content and the social media, and it's impact on PR. It will focus widely on trends and issues, and PR strategies and tactics that are pivotal in navigating the New Media landscape to manage and build stakeholder relationships.

Among the topics to be covered at the Conference are "Engaging Stakeholders in the New Media", "Endorsements

and Reviews through Blogging", "Managing Crisis and Reputation Management", "Enhancing your Brand using Social Media", "Measuring PR Efforts in the New Media" and "Legal Issues in this New Landscape".

The Conference workshops will be on "Measuring PR Efforts in New Media" and "Writing for the Web".

Speakers will include Dr. Christopher Chia (CEO, Media Development Authority), Dr. Tan Geok Leng (CTO, Infocomm Development Authority), Dr. Jim Macnamara (Group Research Director - Media Monitors-Carma Asia Pacific), Ms. Yew Woon Chooi, Partner (Rodyk and Davidson), Mr. K. Srinivasan (Founder & CEO Prime Point PR, India) and other senior professionals from the PR and Communications industry.

Who should attend?

CEOs, Vice Presidents, Directors, Managers and Consultants who are responsible for Public Relations, Branding, Corporate Affairs, Corporate Relations, Corporate Reputation, Marketing Communications, Government Relations and Internal Communications.

Members who are interested to attend the Conference and workshops kindly contact the Secretariat for more information.

The New IPRS Council 2007 - 2009

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Young PR, New Direction!



Young PRs networking



For the Album!



IPRS member, Sharon Vu (left) presenting the lucky prize.

The Young PR Council, an initiative by IPRS President, Ms.K.Bhavani to reach out to young PR professionals, has been set up to provide leading young PR professionals in Singapore a platform to network and share ideas on how IPRS can support their needs as new entrants to the industry. The Young PR Council is headed by IPRS Co-opted Council Member, Ben Wightman.

The Young Council aims to develop new ways of connecting with young PR professionals to enable them to learn from each other and share best practice ideas informally. The first Young Council Networking Night was held on 22 May at Barfly, The Cannery at Clark Quay. The event saw 50 attendees gather to network and share PR expertise. Feedback from the participants was overwhelmingly positive. The Council hopes to see more attendees at the future monthly networking nights.

Said Ben Wightman: "Based on the interest of the participants, the Council is looking at adding media networking and mentoring opportunities by

experienced IPRS members to our activities. The Council will also be working with communication programmes at local universities and will be reaching out to graduates who are interested in PR."

As an informal committee under IPRS, the Council provides its members similar benefits enjoyed by IPRS members such as discounts at IPRS events and workshops.

The Council is run independently by a group of active young PR practitioners for practitioners those who have been in PR for 3 years or less and are 30 years and below.

For more information on the Young PR Council, please contact the IPRS Secretariat.

The Marketers Marketplace

This high level networking event drew approximately 100 professionals from various international and local business communities and from IPRS. The emphasis was on relationship building and information sharing. Participants were treated to wines by Straits Cellar and a variety of finger food sponsored by the Hidden Hosts.

The event, "Marketers Marketplace: The Crossroads for Invaluable Marketing Exchange" was held on 25 April this year at the Fuji Xerox Epicentre, was a joint initiative by leading industry associations in Singapore namely, The American Chambers of Commerce in Singapore,

The Association of Accredited Advertising Agents (4As) in Singapore, Direct Marketing Association of Singapore and IPRS. The aim was to encourage networking among marketers and communicators and to help them keep abreast with the latest news in the industry so as to gain a competitive edge.

Participants got a chance to view exhibition of the winners from the Direct Marketing Asia 2006 Awards. Lucky draw prizes for the night included a Fuji Xerox Camera, Event Passes, Publications and IPRS souvenirs.



Professionals networking



IPRS President K.Bhavani (right) & Honorary Treasurer Daphne Liew.



IPRS Co-opted member Adrian Heng (2nd from right) with participants

PRISM Awards 2008

The highly anticipated PRISM Awards is set to take place in early 2008 and call for entries will be announced shortly.

There will be new and revamped categories for wider recognition of Public Relations projects.

The entry kit and forms are still under production but do keep a constant lookout for more information by visiting our website www.iprs.org.sg





Riz Khan, Head of English Division, Al-Jazeera News.

AL-JAZEERA: The Other Side of the Story

Controversies surrounding Al-Jazeera has left many to wonder about its credibility and reliability as an international news broadcaster. Why so? Could it be because of its origins in the Arab world? Or is it simply because the West isn't receiving it with open arms? What are Al-Jazeera's plans to spread its wings to ensure that the world gets a non-Western, Arab perspective of news on the Middle East?

Riz Khan, Al-Jazeera's Head of English Division was in town recently to share his views and experience working for Al-Jazeera.

Riz Khan believes that working for Al-Jazeera is challenging and is proud to be a part of it. On how Arab states' view the channel, Riz said that one surprising fact is that although the channel was opposed by many Arab states, it is well received in Israel!

Al-Jazeera's primary audiences are the younger generation who wish to know what is happening around them and aspire to make a difference. "Young Arabs come up with very intelligent questions when we speak and they seek detailed and truthful answers. This is very quite different from young people in other parts of the world who don't seem to be very interested in issues surrounding them and do not wish to do anything about them," said Riz.

Riz believes that people are less news-savvy these days because they are given much comfort and options to choose from. This diverts their focus from what is happening around them to watching serials like "FRIENDS".

Al-Jazeera, according to Riz, is making an effort and will continue to bring awareness and the truth on many controversial and sensitive issues like religion and war to society. Al-Jazeera will strive to make people understand that what they perceive is not necessarily what the reality is. However, he said that there is no pressure to deliver only specific reports. The mix-cultured news team engages in a very open process and do what they want

to do. Al-Jazeera also has plans to go online soon.

Riz Khan a former BBC and CNN anchor, is currently based in Doha, Qatar. He took up the offer from Al-Jazeera a few years after he had left CNN.

Commenting on the way things work at the different leading broadcasting corporations, Riz said that, based on his experiences, producing programmes for BBC, CNN and Al-Jazeera are more or less the same. The only setback he had was at BBC when he was not allowed to report and anchor at the same time and that differed at CNN where journalists were allowed to both report and anchor.

Riz Khan was quite surprised to discover that Al-Jazeera is not aired in Singapore. Al-Jazeera news currently rotates under its broadcasting centres based in Doha, London, Kuala Lumpur and Washington DC. Al-Jazeera is a fully international channel as opposed to CNN and BBC which have international and domestic audiences. In July this year, Al-Jazeera goes 24-hours.

The Riz Khan talk was organized by the Singapore Press Club in association with the Institute of Public Relations of Singapore, for members of the Media and PR practitioners. 📍

"New Media is Here to Stay!"

Thirteen senior PR practitioners gathered for some juicy news on the New Media on 13 April with Editor-in-Chief, English and MalayNews Division, Singapore Press Holding, Mr. Patrick Daniel.

Set over an enticing 3-course Italian dinner at the Senso Restaurant and Bar, the IPRS Roundtable was organised for the senior practitioners to update and debate the latest hype in the industry: the New Media.

The challenge between New Media especially the Web as opposed to the more traditional print media was according to Patrick, something that should not be ignored. However, he added that despite vigorous growth by the New Media, he was confident that the print media was unlikely to lose its staple audience.



Accredited members sharing their views



Patrick Daniel (2nd from left) engaged in New Media talks.

On the importance of tackling online rumours, while Patrick did not think it was critical in all instances, one practitioner in attendance differed. She said that she advised her clients to respond to untruthful or wrong perceptions that were posted on the Web if it affected her client's reputation.

Patrick said that the Web is certainly a faster mode of spreading the news. It moves in a geometric progression, which was much faster than traditional media. Citing mobile interactive media as an example, he said that when news is received via SMS especially from friends, many perceive it to be accurate and the truth. Patrick added that New Media was here to stay.

IPRS Roundtable Dinners are organised regularly for accredited members to meet with leading players in the PR and Media industry and to stay abreast with the latest issues in the industry. 📍



Interview with Dr. Chye Huan Hee Dental Surgeon & Chairman of the Public Relations and Strategic Communications Committee, Singapore Dental Association Student of IPRS' Professional Certificate in Public Relations and Mass Communication

Tell us about yourself and your profession as a dentist

Many find it strange that a dentist is learning about Public Relations (PR). I had many inquisitive lecturers and course mates asking me "why"? Well, it's true that I'm a full time practising dental surgeon. I'm learning PR so that I can better understand communications to assist in my role as a Council Member of the Singapore Dental Association (SDA).

Honestly, I have not had any prior training nor the slightest idea regarding PR prior to my course. I find this a very interesting field as communications is something that we do everyday. It occurs like second nature to most of us. Yet there is still much to be learnt about the "art of communications".

How did you get to know of IPRS and its courses?

I got to learn about IPRS from PR professionals whom SDA engaged for proposals of our projects. I subsequently visited the IPRS web site to find out more about the courses on Public Relations.

The IPRS website intrigued me as the institute has a proven track record and has conducted Professional Certificate and Diploma courses on a very regular basis over the years.

What inspired you to take up the Certificate in PR at IPRS?

My decision to sign up for the Professional Certificate course was mainly due to my curiosity to learn what Public Relations is all about with all the hype around PR these days. I wanted to learn the concepts and strategies behind PR, and how SDA and I will be able to benefit from it.

As I was not able to commit for a course that stretched over a long duration, I decided to sign up for the Professional Certificate course instead of the Diploma. The course was conducted on a part-time basis over 4 months and covered a rather comprehensive range of PR topics such as Media Relations, Brand Management, Crisis/Issue Management and Community Relations.

Did the course give you any advantage in your work?

Certainly. The course included segments on "Better Spoken and Written English" and "Presentation Skills" which were "tastefully" conducted.

Attending the course gave me the opportunity to get acquainted and network with professionals from various sectors such as IRAS, insurance, hospitality, MNCs and SMEs. Like me, my course mates were here to learn PR to give them an edge, a head-start in their careers and add value to the organizations that they serve in.

How can a dentist use/benefit from PR in his day-to-day work?

Just like other professions, dentistry belongs to the healthcare service industry and dentists/doctors need to communicate and interact with both internal and external publics.

In this day and age, you are not going to find a dentist or doctor who just simply treat his patients and earn his livelihood behind closed doors.

Besides treating patients, the dentist needs to deal with his staff/employees, parents, suppliers, the public, the media, national dental associations as well as the government agencies. Hence, PR is definitely an essential communications skill for the dentist.

I have seen examples of dentists who do commendable Community Relations work by going the extra mile to provide subsidized treatment for the needy in their neighbourhood. Some even have their own websites and blogs to reach out to their patients and public and for the dissemination of oral health messages.

You mentioned that you are with the Singapore Dental Association. How can the Association benefit from your PR expertise?

SDA recognizes the value and relevance of incorporating PR strategies into many of our projects and initiatives as well as in our day-to-day operations. We are a professional body representing more than 1,200 dentists in Singapore. It is a fact that there has been a paradigm shift where a majority of organizations today have their own PR department to advise and plan strategic directions. SDA Council appreciates the potential benefits of incorporating PR and strategic communications into the planning and execution of our initiatives.


Current SDA President, Dr Benjamin Charles Long, with the support of the entire Council, commissioned the set up of a Public Relations and Strategic Communications Committee in March 2007 and appointed me as the Chairman. The objectives of this Committee are to enhance the reputation of SDA as a professional body of dental professionals in Singapore, promote better dental awareness and acceptance, and engineer a positive change in public perception of Dentistry. A milestone in the history of SDA, the PR Committee will also function to improve communications with internal members and staff, as well as our external stakeholders.



► What are your strategies to improve the Communications at SDA?

Reporting directly to the SDA President, my PR Committee will provide advice and strategic planning for all SDA initiatives. One of the immediate tasks is to revamp and update the SDA Website with interactive features and current information to reach all our members. The public will also be able to view the website for oral health related information and read about SDA's organized events. Subsequently, the website will be functional with event management and customer relation management capabilities.

Besides monitoring the media for dental-related news, SDA PR Committee will also handle letters from the public and media, and craft replies and/or announcements after consultation with the Council. We will try to engage the media and provide facts and reports of our activities such as Oral Health Month, charity mission trips, and upcoming international dental meetings.


One of many exciting projects coming up are the International Dental Exhibition and Meeting in 2008 and the World Dental Meeting (FDI 2009) which is expected to attract more than 13,000 delegates from around the globe. The PR Committee is looking forward to handling the promotions and events for both meetings. 

IPRS Teams with IES on New i-Advisory Portal

IPRS will be working with International Enterprise Singapore (IES) on its new initiative, the i-advisory portal, which will be launched in mid-July 2007. The main aim of this initiative is to link Singapore companies with global "know-how" for international expansion.

IPRS will be working with IES to recommend a list of PR experts, made up of IPRS Accredited / Corporate representatives, to provide advice to companies on Branding and Communications.

This initiative will provide the i-Advisory panel experts with overseas business opportunities and Panel members will have access to over 19,000 companies with basic profile of prospective client.

Only Accredited Members and Corporate Members will be listed on this portal. To find out how you can be a part of this initiative, call the IPRS Secretariat. 

IPRS ENGAGED TO TRAIN MAERSK'S REGIONAL REPRESENTATIVE

Maersk engaged IPRS to conduct a 2-day Inhouse training workshop on Introduction to PR on 25 & 26 April. This is what Maersk had to say about PR & the workshop.

1. How did you find out about the IPRS' Introduction to PR course?

Maersk, South-east Asia found out about the in-house course through the IPRS website.

2. I understand that the course was extended to MAERSK representative from SEA. What did MAERSK hope to gain from this course?

In SEA, Maersk has a significant business presence in seven countries - Singapore, Malaysia, Indonesia, Thailand, Vietnam, Philippines and Cambodia. As such, the decision to extend the course to staff representatives from throughout SEA was a conscious and deliberate effort. Each of the course attendees will be driving external communications in their respective countries. The purpose of the training session was to equip them with the necessary training and skills before they can embark on this role.

3. Why do you think PR plays an important role in an organisation such as MAERSK?

Public Relations plays an integral role in any organisation, especially so in an international company like ours. As one of the world's leading shipping lines, we provide opportunities in global commerce. This means that we have various stakeholders, from shareholders to customers, from current and future employees, as well as the general public. Public Relations is pivotal in reaching out and communicating to each of these key stakeholders in a consistent manner our key messages.

4. How much have the participants benefited from the course?

The participants have benefited tremendously from the full two-day training course. It has not only given them a good foundation to Public Relations but the training also provided an in-depth knowledge of the various components of Public Relations such as Media Relations, Crisis Communication and Event Management.

5. Do you think organisations should initiate such In-house PR programmes for their staff?

For Maersk in SEA, we see the value that Public Relations and external communications can bring to our organisation. The benefits have been tremendous. While our management understands this, we are now also reaching out to our other colleagues in the organisation to educate them on the importance and "positives" that can be derived from managing communications professionally.

6. How do you think IPRS can help organisations in such efforts?

As the main governing body for Public Relations in Singapore, perhaps IPRS can look at how it can create even more buzz about PR and IPRS and then leverage on this to promote the importance of Public Relations among organisations in Singapore and the region.

CITIZEN JOURNALISM: EMBRACE IT OR MANAGE IT?



Louise Nicholson

MD-Asia, Baldwin Boyle Shand

Citizen Journalism requires a shift in the way we manage communications programmes. Communications is increasingly about participation rather than information and the media approach is increasingly niche rather than mass.

The mass media will always be important in public relations but people are drawing information from myriad sources. We need to understand this and ensure our clients' messages are represented accurately in all channels. The key challenge is that bloggers are not journalists and do not abide by the professional standards of balance and fairness. Accordingly we need to ensure that communications are holistic - that

messages are conveyed to all audiences, using a range of channels. We need to maintain the approach of communicating with staff, customers, investors, communities and government using a whole range of channels, including some weblogs. Throughout we should not underestimate the public and know that most thinking people will believe things to be true when they hear it from a range of different, reputable sources. ☺



Jennifer Lewis

Editor, STOMP

Technology has now made it so easy for citizens to make their views heard that there

is no turning back. News organisations have to embrace citizen, no doubt about it. We should make room for pro-am reports where the journalism professionals can share space with the amateurs on various topics. This adds vibrancy to the news reports and offer perspectives which are truly reflective of the ground.

Any news organisation that holds the citizen journalists at arm's length is ignoring an important constituency. The reader and viewer of today is not content to be a passive recipient of information. He wants to participate in the news agenda. If it's not with you, it is with someone else. ☺

Burson-Marsteller is No. 1

This year Burson-Marsteller (BM) beat the field to emerge the "International PR Agency of the Year" in the Holmes Report's 2007 Agencies of the Year award. The agency, with 17 regional offices worldwide to date and is headed by its founder and Worldwide Chief Executive Officer, Harold Burson. BM's first offices were in Japan, Hong Kong and Singapore, when the agency was set up in 1973.

60% of the agency's work according to the Holmes Report, is regional or multi-market. Currently, it is a market leader in India and China.

BM's regional offices have also been named "Asia Pacific Network of the year", three times during the Annual Asia Pacific PR awards.

IPRS managed to get in touch with Mr. Benoit Nadeau, Managing Director, Market Leader in Singapore to share his views on BM's win.

1. How do you feel about B-M winning the International Agency of 2007 in the Holmes Report's 2007 Agencies of the Year awards?

Everyone at Burson-Marsteller is very proud of the achievement. Our Singapore office is no exception. In the Asia-Pacific, we have won many awards including named "Asia Pacific Network of the Year" at the annual Asia Pacific PR Awards in 2000, 2003 and 2005. That is why we are viewed as one of the top, if not the top agency in the region. This latest and prestigious annual ranking of Public Relations firms is conducted by an independent and well respected industry trade magazine, The Holmes Report. It is based on several criteria including business momentum, international reach; expertise, standard of client work, quality of staff and community involvement. The key element of the report as far as I am concerned, is that Holmes describes Burson-Marsteller as "perhaps the first truly international public relations agency." This would not have been possible without the hard work behind one seamless organization and a common culture throughout our growing network.

2. What makes B-M a winner?

Our business is actually a simple one. We have to make sure our clients are satisfied and that we provide the best-in-class strategic counsel and flawless on-the-ground PR execution. What makes us the strong international player we are is the depth of our practice areas and the fact we have grown our own offices - a factor which contributes to the "seamless" performance and reputation of our offices across the globe. Our clients depend on us to develop clear strategic visions, enhanced by adaptable strategies but always treating every country with the respect and nuances that the local market deserves.

Another contributing factor to our "seamlessness" is that we hire and retain the best talent and we supplement their expertise with unmatched internal training programs that operate at three levels: worldwide, regional and local.

Literally thousands of B-M people from widespread locations have worked elbow-to-elbow with one another and contributed to this honour that we have received. We invest in bringing together our senior leaders at a global and regional level regularly to find innovative ways to solve common client challenges. If Beijing or New York can solve a problem in a new way, Singapore will know. Our global practice teams function as true communities in each region and globally, servicing business together and sharing knowledge and capabilities.

3. How much has B-M SEA contributed towards the growth of BM Worldwide?

Burson-Marsteller has been in Asia since 1973. We now have 17 offices across the region, supplemented by affiliates in eight additional markets. This includes our new Jakarta office in Indonesia, as well as our recently acquired partner in India, Genesis.

Burson-Marsteller Singapore has a long standing and well respected reputation locally, in the region and within the B-M network. The office

has grown tremendously in the last few years and it has done so with a good mix of regional and local clients. Not only are we the hub office for Southeast Asia, we also manage APAC-wide programs across the region. This is made possible by a strong management team and by talented, dynamic and versatile consultants, hungry to be the best.

Because our network is more than just dots on the map, in fact more than 60 percent of the work is regional or multi-market, we have acquired in Singapore the skill and mind set to deliver on intricate and multi-market mandates.

4. What are your plans in SEA to develop B-M Singapore further?

We have great clients who are leaders in their respective fields and we will continue to provide outstanding service to them and further develop and grow their communications platform. We will also diversify our client base and perhaps above all, continue to grow our regional business. We seek to remain the leading value-added Public Relations agency. Whether you are a Singaporean based company or MNC, our aim is to shape the communications landscape, protect and enhance reputation, influence key audiences and in so doing, increase our clients' targeted visibility and market share, whether it be for Singapore, SEA or across Asia as a whole. Finally, Burson-Marsteller remains committed to providing our consultants with the best tools, methodologies and knowledge through relentless training programmes and continue to make B-M an attractive place to work for by looking after our people's careers. This translates into our ability to provide global service in a manner that permits uniformly superior service to our clients, no matter where they require it. Our focus has been to build and nurture a network of high-quality, like-minded professionals committed to one client service culture. Today we are taking that to the next level, ensuring every capability - from digital to grassroots - is available. ☺

Accredited Member Profile

Stephenie Vasko

Regional Head

South East Asia, Media Monitors, Carma Asia Pacific



1. How long have you been with Carma International?

I've been with CARMA International for about a year.

2. How challenging is the job at Carma as compared to your previous experiences at ESPN and MTV?

My role at CARMA presents a different set of challenges compared to my previous jobs. For one, while I was immersed in just my own organisation's communications strategies and issues before, I now have to focus across multiple industries not to mention having a sound understanding of these companies and their specific media issues in order to advise them on how to meaningfully apply the findings of our research reports.

My roles at MTV and ESPN have helped prepare me to relate to many of the communications challenges that CARMA's clients face. Now, I have a unique opportunity to combine my background in media, my passion for the marketing and communications disciplines and at the same time, play a pivotal role in promoting the importance of independent media content analysis and establishing CARMA's research measurement solutions as an industry standard in Asia.

3. What does Carma do that is different from other research service providers?

Several factors set CARMA apart from other research agencies including having the most comprehensive and definitive range of measurement parameters in the market today. This ensures that every report we give our clients is in-depth, complete and above all, highly reliable. We are also the only global media analysis agency which combines international reach with a local presence in Singapore. This has proven beneficial for clients and PR agencies who demand face to face expert consultation.

4. Why do you think there a rising demand in research services lately?

There is a greater demand for accountability today and PR departments are being asked to validate their efforts and demonstrate a tangible ROI. A positive result of this trend is the growing acceptance that PR can indeed be subject to typical ROI expectations and that the media valuation of 'column inches' is no longer an acceptable measurement of an organization's communications efforts.

Measurement and media content analysis is essential for any company that competes in the global economy as it helps them to understand

and manage the issues that influence their media image, and it is encouraging to see many starting to adopt these practices.

5. As the SEA Regional Head, what are your plans to increase growth in this region?

CARMA International has been serving the region for over a decade and has established a solid reputation for delivering in-depth communications research solutions to multinational companies and key government agencies. We plan to build upon the ongoing demand for our expert analysis by expanding our operations, enhancing our overall service offerings and serving as a strategic partner to companies, large and small.

6. Any market in particular that you are focused on now? Why?

Our presence in Singapore offers many strategic advantages and enables us to serve the large number of multinational corporations who have established their operations in the region. While Singapore remains our South East Asia base, we continue to serve clients across the region including Hong Kong, Malaysia and Thailand.


7. Your biggest competitor?

The media analysis space is occupied by only a small handful of credible agencies. Our key advantage is that we remain the only media research agency with an office in Singapore.

8. How can IPRS assist in developing the research element of PR?

The IPRS has been actively promoting the adoption of media analysis and measurement systems through its ongoing workshops, courses and lunch talks. This is sending the right messages and helping to cultivate industry best practices. IPRS should continue with these efforts to educate and challenge the industry at large.

9. Would you encourage more PR practitioners in the industry to get accredited? Why?

Definitely. Accreditation lends greater credibility and legitimacy to a craft that continues to be plagued by skepticism particularly on what makes for an expert Public Relations practitioner. 

Just For Laughs

A doctor, an engineer and a public relations consultant were arguing about which was the world's oldest profession.

The doctor stated that God had created Eve from Adam's rib. This, of course, had been a surgical procedure.

The engineer argued that, earlier, God had created order from chaos. This had clearly been an engineering feat.

"But," asked the public relations consultant, "who do you think created the chaos in the first place?"

INDUSTRY BUZZ

Zara Lopez has joined M-Hotel as Marcom Manager. Her jobscope would be the overall branding of M-Hotel including all publicity, collaterals and fostering new media relations. On consumer and trade marketing, she will be working with the various inter-departments of the hotel with regards to A & P of the hotel to reach all brand touch points. She reports to the Hotel General Manager and Assistant General Manager. Her previous stints include Mediagroup Radio, Mediagroup Enterprises and a local SME.

Colin Farrington, Director General of Chartered Institute of Public Relations (UK), has taken up the chairmanship of the Global Alliance for Public Relations and communication Management from Sej Motau of the Public Relations Institute of South Africa.

Hope Ewing joins Ruder Finn Asia as Vice President and Managing Director leading the agency's Health and Wellness pillar. A healthcare communications veteran with more than 14 years industry and 10 years in the region, she will be driving the growth of this pillar through traditional pharmaceutical marketing and reputation management.

Jane Rogers of Ruder Finn Asia has been promoted to Vice President and Managing Director. Jane has been highly involved in developing campaigns for a wide range of regional and global technology, telecommunications, consumer and new media brands since starting her career at Ruder Finn in 2001.

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CALENDAR OF EVENTS

DATE	PROGRAMME
July 2007	
24 July	Workshop "Step Out in Style" by Sara Dean
August 2007	
1 August	Conference "Public Relations 2.0: Engaging Stakeholders in the New Media Landscape" Post-conference Social Networking
2 August	Post-Conference Workshop "Measuring PR in the New Media Landscape" by Dr. Jim MacNamara, Group Reserch Director of Media Monitors and Carma Asia Pacific
	Post-Conference Workshop "Writing for the Web" by Robin Yee, Deputy Director (External Relations), School of Film & Media Studies, Ngee Ann Polytechnic
September 2007	
TBC	Turf Club Visit
5-7 September	Course Introduction to Public Relations
17 September	Course Professional Certificate in Public Relation and Mass Communication

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